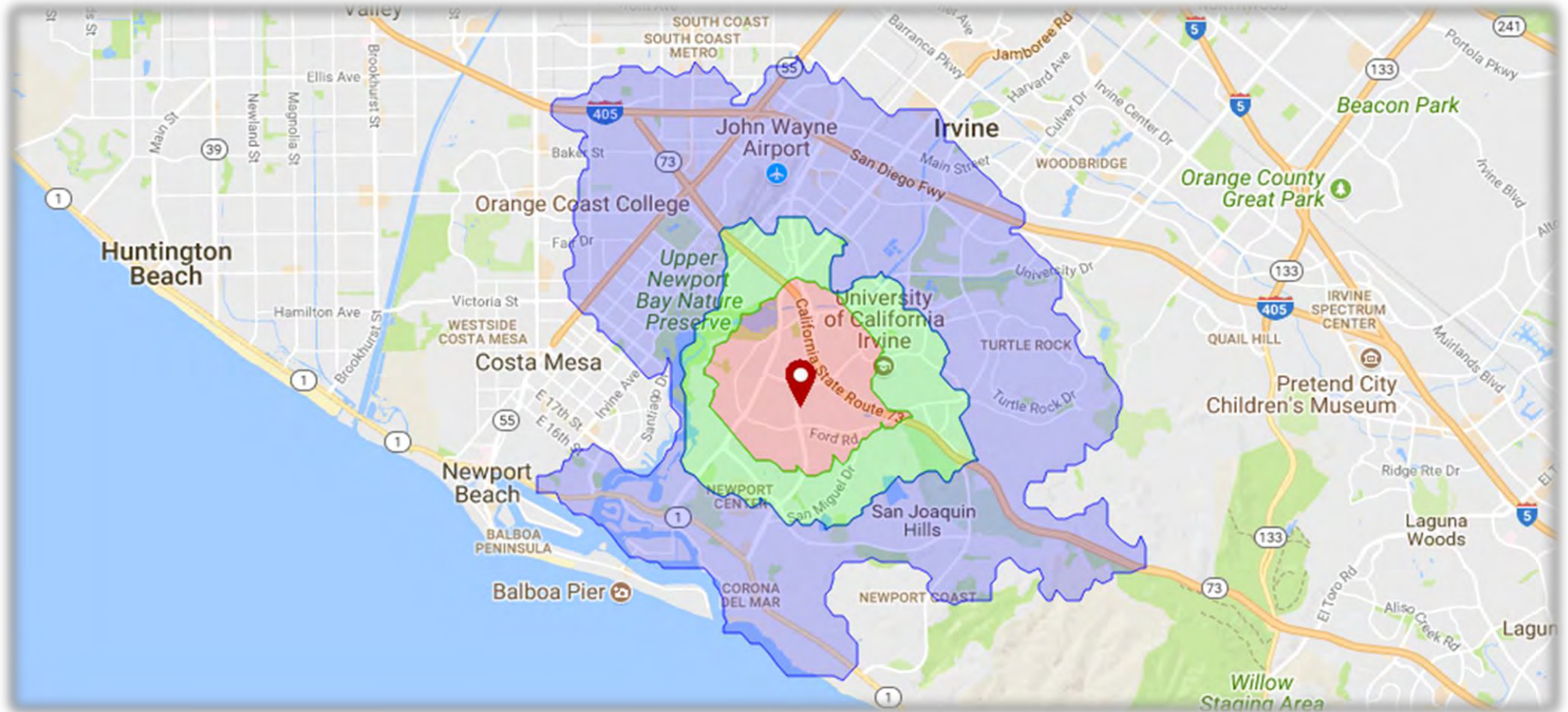


NEWPORT NORTH & THE BLUFFS SHOPPING CENTERS

Bison Ave & MacArthur Blvd - Newport Beach, CA

March 2018



	3 Minutes	5 Minutes	10 Minutes
Population	14,174	37,887	155,778
Daytime Population	18,783	100,684	379,213
Households	5,825	14,706	63,170
Average Age	41.1	38.1	39.7
Average HH Income	\$190,063	\$160,384	\$145,869
White Collar (Residents)	90%	86%	82%
Some College or Degree	83%	80%	76%

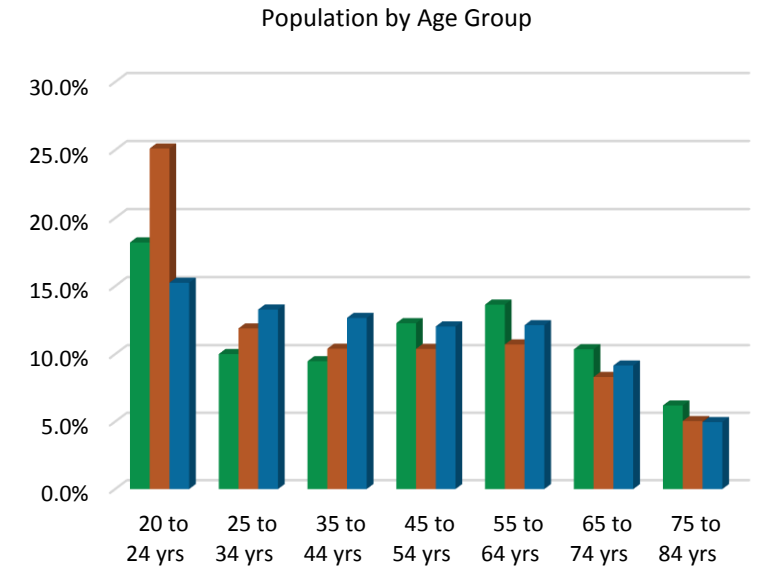
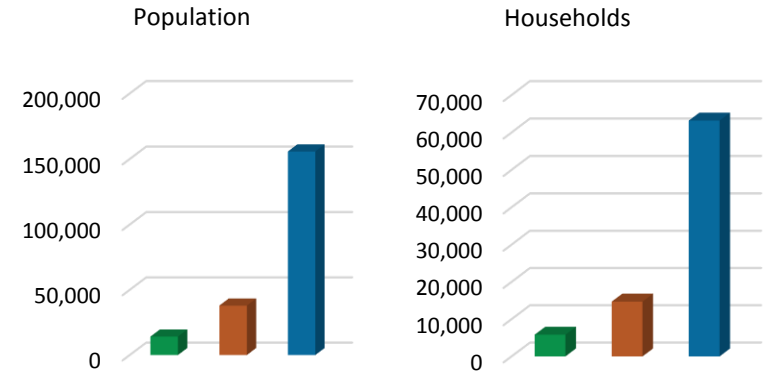
Traffic Counts	
MacArthur Blvd & Rivoli	> 34,000
MacArthur Blvd & University Dr	> 66,000
Bison Ave & Celtis Pl	> 13,000
Bison Ave & Bayswater	> 7,000



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Newport North & The Bluffs Shopping Centers
 Bison Ave & MacArthur Blvd - Newport Beach, CA
 March 2018

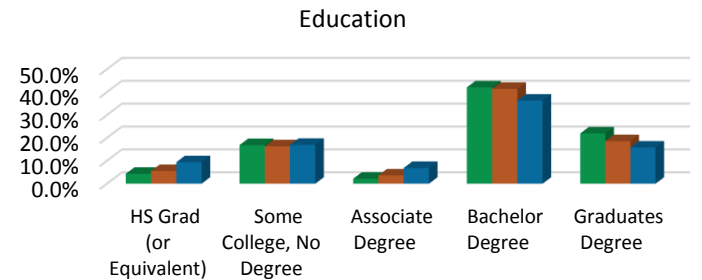
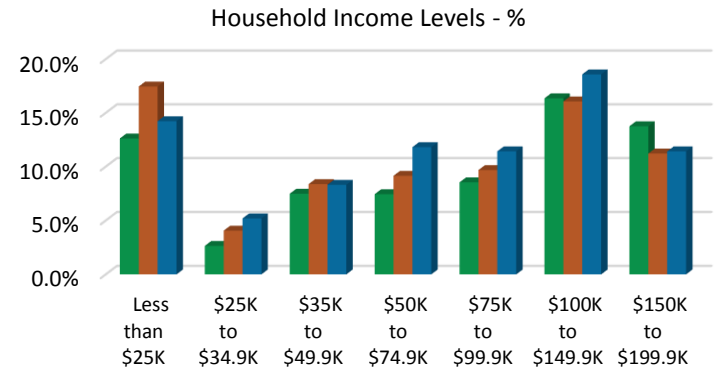
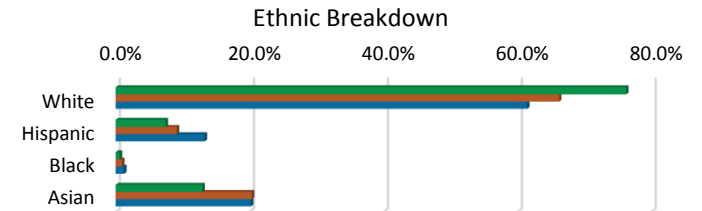
	3 Minutes		5 Minutes		10 Minutes	
	#	%	#	%	#	%
Market Stats						
Population	14,174	---	37,887	---	155,778	---
5 Year Projected Pop	14,120	---	37,900	---	158,397	---
Pop Growth (%)	-0.4%	---	0.0%	---	1.7%	---
Households	5,825	---	14,706	---	63,170	---
5 Year Projected HHs	5,805	---	14,722	---	64,239	---
HH Growth (%)	-0.3%	---	0.1%	---	1.7%	---
Census Stats						
2000 Population	10,511	---	30,777	---	129,385	---
2010 Population	13,529	---	36,874	---	147,444	---
Pop Growth (%)	28.7%	---	19.8%	---	14.0%	---
2000 Households	4,394	---	11,334	---	51,492	---
2010 Households	5,541	---	14,268	---	59,764	---
HH Growth (%)	26.1%	---	25.9%	---	16.1%	---
Total Population by Age						
Average Age	41.1		38.1		39.7	
19 yrs & under	2,492	17.6%	6,158	16.3%	28,974	18.6%
20 to 24 yrs	2,581	18.2%	9,512	25.1%	23,748	15.2%
25 to 34 yrs	1,418	10.0%	4,505	11.9%	20,689	13.3%
35 to 44 yrs	1,343	9.5%	3,940	10.4%	19,726	12.7%
45 to 54 yrs	1,740	12.3%	3,935	10.4%	18,749	12.0%
55 to 64 yrs	1,934	13.6%	4,058	10.7%	18,892	12.1%
65 to 74 yrs	1,468	10.4%	3,149	8.3%	14,268	9.2%
75 to 84 yrs	878	6.2%	1,911	5.0%	7,733	5.0%
85 + yrs	318	2.2%	719	1.9%	2,999	1.9%
Population Bases						
20-34 yrs	3,999	28.2%	14,017	37.0%	44,438	28.5%
45-64 yrs	3,674	25.9%	7,993	21.1%	37,640	24.2%
16 yrs +	11,987	84.6%	32,365	85.4%	129,403	83.1%
25 yrs +	9,100	64.2%	22,217	58.6%	103,055	66.2%
65 yrs +	2,665	18.8%	5,779	15.3%	24,999	16.0%
75 yrs +	1,197	8.4%	2,630	6.9%	10,732	6.9%
85 yrs +	318	2.2%	719	1.9%	2,999	1.9%



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Newport North & The Bluffs Shopping Centers
 Bison Ave & MacArthur Blvd - Newport Beach, CA
 March 2018

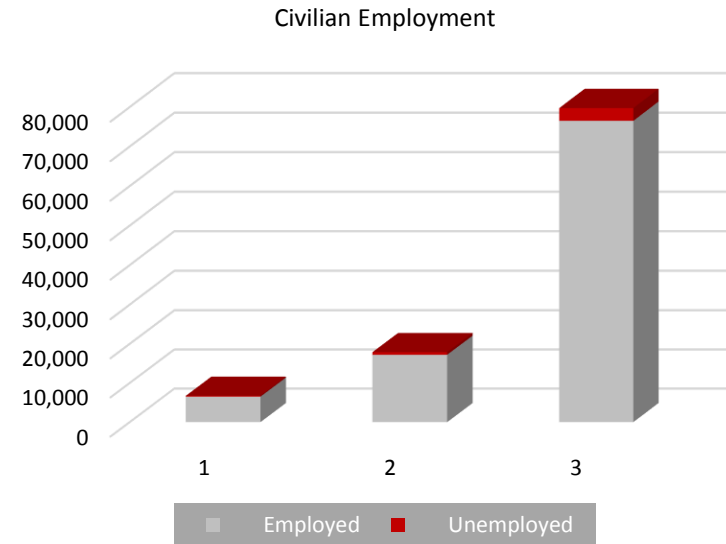
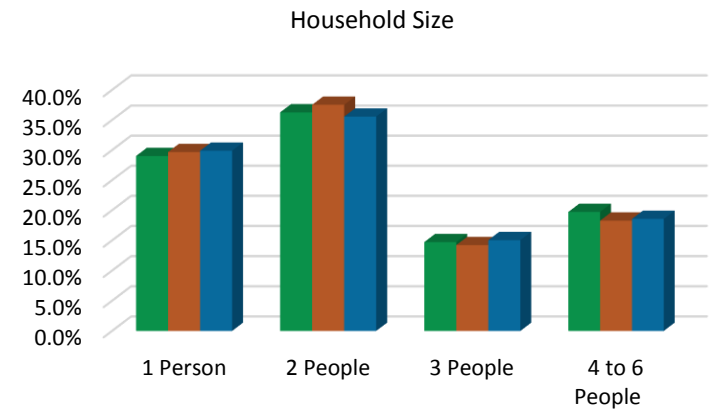
	3 Minutes		5 Minutes		10 Minutes	
	#	%	#	%	#	%
Population by Race						
White	10,803	76.2%	25,075	66.2%	95,674	61.4%
Hispanic	1,058	7.5%	3,454	9.1%	20,696	13.3%
Black	86	0.6%	364	1.0%	1,984	1.3%
Asian	1,836	13.0%	7,706	20.3%	31,462	20.2%
Ancestry						
American Indian (ancestry)	22	0.2%	47	0.1%	237	0.2%
Hawaiian (ancestry)	4	0.0%	22	0.1%	369	0.2%
Household Income						
Per Capita Income	\$78,114	---	\$62,255	---	\$59,152	---
Average HH Income	\$190,063	---	\$160,384	---	\$145,869	---
Median HH Income	\$132,277	---	\$103,426	---	\$97,562	---
Less than \$25K	735	12.6%	2,567	17.5%	8,988	14.2%
\$25K to \$34.9K	154	2.6%	597	4.1%	3,284	5.2%
\$35K to \$49.9K	436	7.5%	1,232	8.4%	5,253	8.3%
\$50K to \$74.9K	434	7.4%	1,346	9.2%	7,464	11.8%
\$75K to \$99.9K	498	8.5%	1,424	9.7%	7,217	11.4%
\$100K to \$149.9K	953	16.4%	2,364	16.1%	11,741	18.6%
\$150K to \$199.9K	801	13.8%	1,650	11.2%	7,215	11.4%
\$200K +	1,814	31.1%	3,525	24.0%	12,009	19.0%
Education						
Less than 9th Grade	36	0.4%	85	0.4%	2,211	2.1%
Some HS, No Diploma	129	1.4%	471	2.1%	2,802	2.7%
HS Grad (or Equivalent)	396	4.3%	1,234	5.6%	9,667	9.4%
Some College, No Degree	1,534	16.9%	3,632	16.4%	17,499	17.0%
Associate Degree	196	2.1%	806	3.6%	7,081	6.9%
Bachelor Degree	3,831	42.1%	9,204	41.4%	37,423	36.3%
Graduates Degree	1,999	22.0%	4,126	18.6%	16,287	15.8%



For Market:
Market Definition:
Date Report Created:

Consumer Demographic Profile
 Newport North & The Bluffs Shopping Centers
 Bison Ave & MacArthur Blvd - Newport Beach, CA
 March 2018

	3 Minutes		5 Minutes		10 Minutes	
	#	%	#	%	#	%
Family Structure	3,464		7,979		35,848	
Single - Male	99	2.9%	263	3.3%	1,270	3.5%
Single - Female	173	5.0%	349	4.4%	2,685	7.5%
Single Parent - Male	38	1.1%	137	1.7%	765	2.1%
Single Parent - Female	201	5.8%	490	6.1%	2,141	6.0%
Married w/ Children	1,165	33.6%	2,855	35.8%	11,611	32.4%
Married w/out Children	1,788	51.6%	3,884	48.7%	17,375	48.5%
Household Size						
1 Person	1,691	29.0%	4,365	29.7%	18,883	29.9%
2 People	2,113	36.3%	5,520	37.5%	22,471	35.6%
3 People	858	14.7%	2,092	14.2%	9,511	15.1%
4 to 6 People	1,149	19.7%	2,690	18.3%	11,732	18.6%
7+ People	14	0.2%	39	0.3%	573	0.9%
Home Ownership	5,825		14,706		63,170	
Owners	3,148	54.0%	6,597	44.9%	30,754	48.7%
Renters	2,677	46.0%	8,109	55.1%	32,417	51.3%
Components of Change						
Births	170	1.2%	483	1.3%	1,963	1.3%
Deaths	131	0.9%	289	0.8%	1,218	0.8%
Migration	-99	-0.7%	-220	-0.6%	-953	-0.6%
Employment (Pop 16+)	11,987		32,365		129,403	
Armed Services	0	0.0%	0	0.0%	13	0.0%
Civilian	6,717	56.0%	17,877	55.2%	79,730	61.6%
Employed	6,504	54.3%	17,199	53.1%	76,510	59.1%
Unemployed	213	1.8%	678	2.1%	3,220	2.5%
Not in Labor Force	5,270	44.0%	14,488	44.8%	49,660	38.4%
Employed Population	6,504		17,199		76,510	
White Collar	5,877	90.4%	14,832	86.2%	62,709	82.0%
Blue Collar	627	9.6%	2,367	13.8%	13,800	18.0%



For Market:

Market Definition:

Date Report Created:

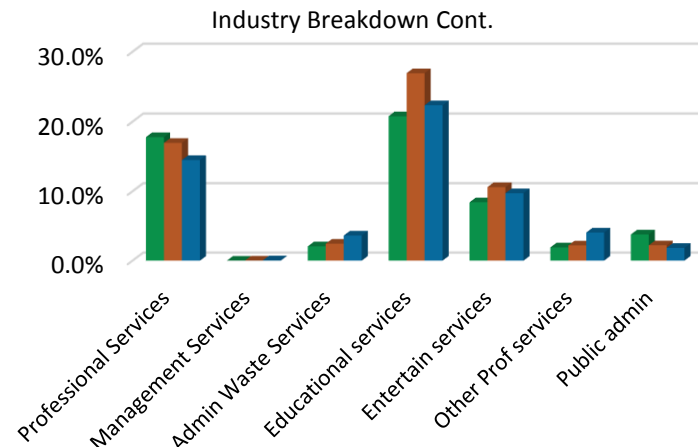
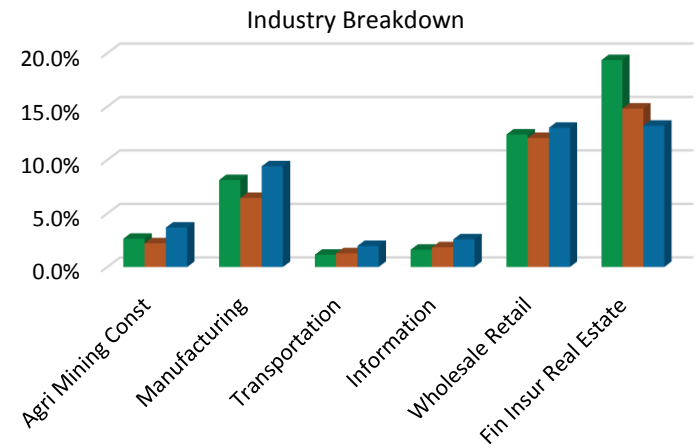
Consumer Demographic Profile

Newport North & The Bluffs Shopping Centers

Bison Ave & MacArthur Blvd - Newport Beach, CA

March 2018

	3 Minutes		5 Minutes		10 Minutes	
	#	%	#	%	#	%
Employment By Occupation	6,504		17,199		76,510	
White Collar	5,877	90.4%	14,832	86.2%	62,709	82.0%
Managerial executive	2,486	38.2%	5,067	29.5%	20,749	27.1%
Prof specialty	1,835	28.2%	5,581	32.5%	22,474	29.4%
Healthcare support	7	0.1%	93	0.5%	849	1.1%
Sales	1,095	16.8%	2,715	15.8%	10,780	14.1%
Office Admin	454	7.0%	1,376	8.0%	7,858	10.3%
Blue Collar	627	9.6%	2,367	13.8%	13,800	18.0%
Protective	76	1.2%	202	1.2%	729	1.0%
Food Prep Serving	200	3.1%	797	4.6%	3,166	4.1%
Bldg Maint/Cleaning	55	0.8%	176	1.0%	1,310	1.7%
Personal Care	140	2.1%	573	3.3%	3,113	4.1%
Farming/Fishing/Forestry	14	0.2%	39	0.2%	131	0.2%
Construction	35	0.5%	166	1.0%	2,054	2.7%
Production Transp	108	1.7%	414	2.4%	3,298	4.3%
Employment By Industry	6,504		17,199		76,510	
Agri Mining Const	172	2.6%	379	2.2%	2,815	3.7%
Manufacturing	528	8.1%	1,108	6.4%	7,193	9.4%
Transportation	75	1.1%	220	1.3%	1,499	2.0%
Information	105	1.6%	316	1.8%	1,977	2.6%
Wholesale Retail	806	12.4%	2,073	12.1%	9,958	13.0%
Fin Insur Real Estate	1,259	19.4%	2,547	14.8%	10,102	13.2%
Professional Services	1,157	17.8%	2,918	17.0%	11,102	14.5%
Management Services	0	0.0%	1	0.0%	35	0.0%
Admin Waste Services	134	2.1%	421	2.5%	2,771	3.6%
Educational services	1,352	20.8%	4,632	26.9%	17,107	22.4%
Entertain services	548	8.4%	1,825	10.6%	7,443	9.7%
Other Prof services	124	1.9%	378	2.2%	3,100	4.1%
Public admin	246	3.8%	381	2.2%	1,409	1.8%



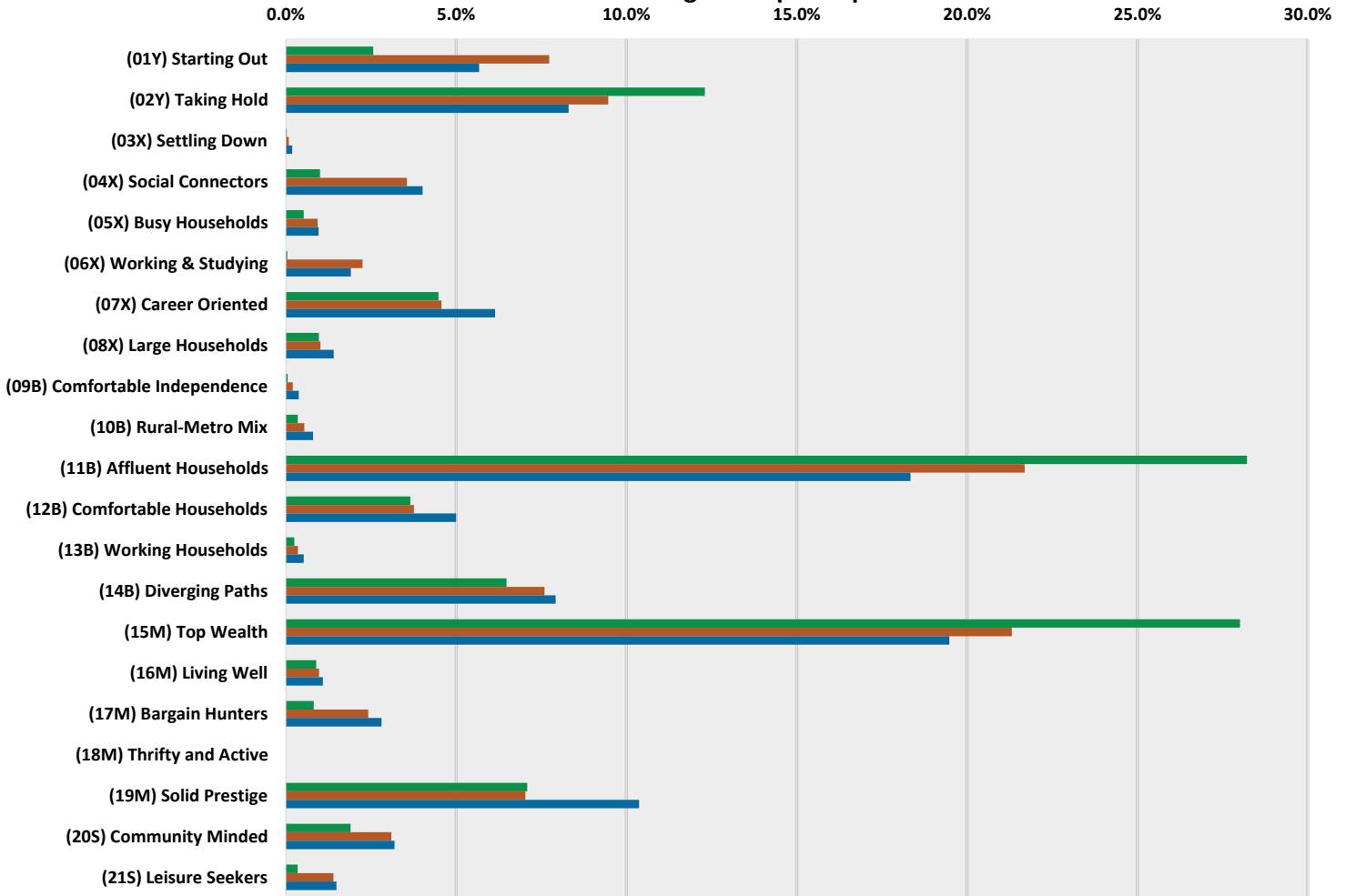
Household Segmentation Profile

For Market: Newport North & The Bluffs Shopping Centers - Newport Beach, CA
Date: March 2018



Trade Area 1:	Trade Area 2:	Trade Area 3:
3 Minute Drive Time	5 Minute Drive Time	10 Minute Drive Time
Bison Ave & MacArthur Blvd	Bison Ave & MacArthur Blvd	Bison Ave & MacArthur Blvd

Household Lifestage Group Comparison



Trade Area 1:	Trade Area 2:	Trade Area 3:
3 Minute Drive Time	5 Minute Drive Time	10 Minute Drive Time
Bison Ave & MacArthur Blvd	Bison Ave & MacArthur Blvd	Bison Ave & MacArthur Blvd

Total Households **5,590** **100%** **14,454** **100%** **61,522** **100%**

Rank *	Cluster	Lifestage Group	Households	%	Households	%	Households	%
1	02- Established Elite	(15M) Top Wealth	1,240	22.2%	2,359	16.3%	8,205	13.3%
2	01- Summit Estates	(11B) Affluent Households	1,067	19.1%	2,004	13.9%	6,170	10.0%
3	24- Career Building	(02Y) Taking Hold	666	11.9%	1,289	8.9%	4,698	7.6%
4	33- Urban Diversity	(14B) Diverging Paths	358	6.4%	1,044	7.2%	4,537	7.4%
5	03- Corporate Connected	(15M) Top Wealth	326	5.8%	721	5.0%	3,778	6.1%
6	04- Top Professionals	(11B) Affluent Households	261	4.7%	588	4.1%	3,362	5.5%
7	07- Active Lifestyles	(11B) Affluent Households	250	4.5%	542	3.8%	1,750	2.8%
8	05- Active & Involved	(19M) Solid Prestige	200	3.6%	494	3.4%	2,323	3.8%
9	13- Work & Play	(12B) Comfortable Households	134	2.4%	345	2.4%	1,886	3.1%
10	09- Busy Schedules	(19M) Solid Prestige	134	2.4%	339	2.3%	2,439	4.0%

* Rank is based on Trade Area 1 cluster size

Uses the Personix household segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.



Household Segmentation Profile

Market: Newport North & The Bluffs Shopping Centers - Newport Beach, CA

Date: March 2018



TOTAL HOUSEHOLDS		5,590	100%	14,454	100%	61,522	100%
Lifestage Group	Cluster Name	3 Minute Drive Time		5 Minute Drive Time		10 Minute Drive Time	
		Bison Ave & MacArthur Blvd		Bison Ave & MacArthur Blvd		Bison Ave & MacArthur Blvd	
(01Y) Starting Out		144	2.6%	1,118	7.7%	3,492	5.7%
	39- Setting Goals	4	0.1%	49	0.3%	174	0.3%
	45- Offices & Entertainment	39	0.7%	214	1.5%	833	1.4%
	57- Collegiate Crowd	87	1.6%	644	4.5%	1,772	2.9%
	58- Outdoor Fervor	1	0.0%	1	0.0%	1	0.0%
	67- First Steps	13	0.2%	209	1.4%	714	1.2%
(02Y) Taking Hold		688	12.3%	1,368	9.5%	5,107	8.3%
	18- Climbing the Ladder	1	0.0%	8	0.1%	68	0.1%
	21- Children First	19	0.3%	64	0.4%	292	0.5%
	24- Career Building	666	11.9%	1,289	8.9%	4,698	7.6%
	30- Out & About	2	0.0%	7	0.0%	48	0.1%
(03X) Settling Down		2	0.0%	13	0.1%	115	0.2%
	34- Outward Bound	0	0.0%	0	0.0%	0	0.0%
	41- Rural Adventure	0	0.0%	2	0.0%	27	0.0%
	46- Rural & Active	2	0.0%	11	0.1%	88	0.1%
(04X) Social Connectors		56	1.0%	514	3.6%	2,471	4.0%
	42- Creative Variety	3	0.0%	22	0.2%	171	0.3%
	52- Stylish & Striving	24	0.4%	220	1.5%	800	1.3%
	59- Mobile Mixers	30	0.5%	272	1.9%	1,500	2.4%
(05X) Busy Households		29	0.5%	135	0.9%	592	1.0%
	37- Firm Foundations	2	0.0%	20	0.1%	145	0.2%
	62- Movies & Sports	27	0.5%	115	0.8%	447	0.7%
(06X) Working & Studying		2	0.0%	325	2.3%	1,174	1.9%
	61- City Life	0	0.0%	248	1.7%	879	1.4%
	69- Productive Havens	1	0.0%	13	0.1%	68	0.1%
	70- Favorably Frugal	2	0.0%	65	0.4%	227	0.4%
(07X) Career Oriented		250	4.5%	660	4.6%	3,779	6.1%
	06- Casual Comfort	82	1.5%	199	1.4%	1,488	2.4%
	10- Careers & Travel	83	1.5%	136	0.9%	508	0.8%
	20- Carving Out Time	1	0.0%	14	0.1%	83	0.1%
	26- Getting Established	84	1.5%	312	2.2%	1,701	2.8%
(08X) Large Households		54	1.0%	147	1.0%	867	1.4%
	11- Schools & Shopping	33	0.6%	71	0.5%	361	0.6%
	12- On the Go	14	0.2%	42	0.3%	258	0.4%
	19- Country Comfort	0	0.0%	0	0.0%	0	0.0%
	27- Tenured Proprietors	8	0.1%	34	0.2%	247	0.4%
(09B) Comfortable Independence		3	0.1%	30	0.2%	234	0.4%
	29- City Mixers	0	0.0%	2	0.0%	57	0.1%
	35- Working & Active	1	0.0%	13	0.1%	79	0.1%
	56- Metro Active	2	0.0%	15	0.1%	98	0.2%
(10B) Rural-Metro Mix		20	0.4%	79	0.5%	492	0.8%
	47- Rural Parents	0	0.0%	0	0.0%	0	0.0%
	53- Metro Strivers	20	0.4%	79	0.5%	490	0.8%
	60- Rural & Mobile	0	0.0%	0	0.0%	2	0.0%

Uses the Personix household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.



Household Segmentation Profile

Market: Newport North & The Bluffs Shopping Centers - Newport Beach, CA

Date: March 2018

TOTAL HOUSEHOLDS		5,590	100%	14,454	100%	61,522	100%
Lifestage Group	Cluster Name	3 Minute Drive Time Bison Ave & MacArthur Blvd		5 Minute Drive Time Bison Ave & MacArthur Blvd		10 Minute Drive Time Bison Ave & MacArthur Blvd	
(11B) Affluent Households		1,577	28.2%	3,135	21.7%	11,282	18.3%
	01- Summit Estates	1,067	19.1%	2,004	13.9%	6,170	10.0%
	04- Top Professionals	261	4.7%	588	4.1%	3,362	5.5%
	07- Active Lifestyles	250	4.5%	542	3.8%	1,750	2.8%
(12B) Comfortable Households		205	3.7%	544	3.8%	3,078	5.0%
	13- Work & Play	134	2.4%	345	2.4%	1,886	3.1%
	17- Firmly Established	71	1.3%	199	1.4%	1,191	1.9%
(13B) Working Households		14	0.3%	51	0.4%	323	0.5%
	38- Occupational Mix	14	0.3%	51	0.4%	323	0.5%
	48- Farm & Home	0	0.0%	0	0.0%	0	0.0%
(14B) Diverging Paths		362	6.5%	1,098	7.6%	4,873	7.9%
	16- Country Enthusiasts	0	0.0%	0	0.0%	1	0.0%
	22- Comfortable Cornerstones	4	0.1%	9	0.1%	47	0.1%
	31- Mid-Americana	1	0.0%	9	0.1%	99	0.2%
	32- Metro Mix	0	0.0%	36	0.2%	188	0.3%
	33- Urban Diversity	358	6.4%	1,044	7.2%	4,537	7.4%
(15M) Top Wealth		1,566	28.0%	3,081	21.3%	11,983	19.5%
	02- Established Elite	1,240	22.2%	2,359	16.3%	8,205	13.3%
	03- Corporate Connected	326	5.8%	721	5.0%	3,778	6.1%
(16M) Living Well		50	0.9%	141	1.0%	671	1.1%
	14- Career Centered	43	0.8%	130	0.9%	602	1.0%
	15- Country Ways	0	0.0%	0	0.0%	0	0.0%
	23- Good Neighbors	7	0.1%	11	0.1%	69	0.1%
(17M) Bargain Hunters		46	0.8%	350	2.4%	1,728	2.8%
	43- Work & Causes	2	0.0%	12	0.1%	127	0.2%
	44- Open Houses	3	0.1%	33	0.2%	184	0.3%
	55- Community Life	6	0.1%	12	0.1%	93	0.2%
	63- Staying Home	34	0.6%	279	1.9%	1,251	2.0%
	68- Staying Healthy	0	0.0%	13	0.1%	72	0.1%
(18M) Thrifty & Active		0	0.0%	0	0.0%	0	0.0%
	40- Great Outdoors	0	0.0%	0	0.0%	0	0.0%
	50- Rural Community	0	0.0%	0	0.0%	0	0.0%
	54- Work & Outdoors	0	0.0%	0	0.0%	0	0.0%
(19M) Solid Prestige		396	7.1%	1,016	7.0%	6,382	10.4%
	05- Active & Involved	200	3.6%	494	3.4%	2,323	3.8%
	08- Solid Surroundings	62	1.1%	183	1.3%	1,620	2.6%
	09- Busy Schedules	134	2.4%	339	2.3%	2,439	4.0%
(20S) Community Minded		106	1.9%	448	3.1%	1,964	3.2%
	25- Clubs & Causes	22	0.4%	68	0.5%	231	0.4%
	28- Community Pillars	30	0.5%	156	1.1%	598	1.0%
	36- Persistent & Productive	53	1.0%	223	1.5%	1,135	1.8%
(21S) Leisure Seekers		19	0.3%	202	1.4%	915	1.5%
	49- Home & Garden	1	0.0%	22	0.1%	137	0.2%
	51- Role Models	2	0.0%	15	0.1%	78	0.1%
	64- Practical & Careful	7	0.1%	71	0.5%	281	0.5%
	65- Hobbies & Shopping	5	0.1%	50	0.3%	188	0.3%
	66- Helping Hands	5	0.1%	45	0.3%	230	0.4%

Uses the Personix household life stage segmentation system. More information about each cluster and lifestage group is available by clicking on the respective category.



Employment Profile

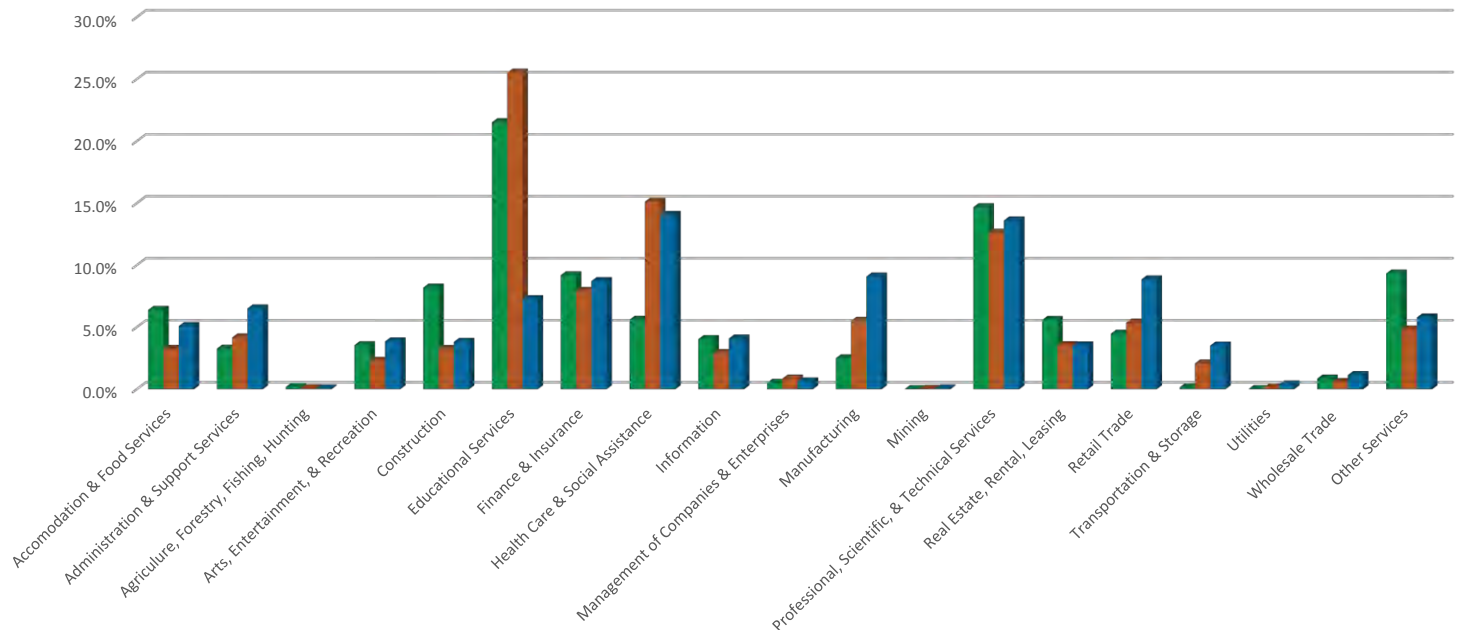
For Market: Newport North & The Bluffs Shopping Centers
Market Definition: Bison Ave & MacArthur Blvd - Newport Beach, CA
Date Report Created: March 2018

	3 Minutes	5 Minutes	10 Minutes
Daytime Population	18,783	100,684	379,213
Student Population	6,838	39,563	79,298
Median Employee Salary	53,374	54,447	48,457
Average Employee Salary	64,250	64,992	60,495

Wages	#		#		#	
Salary/Wage per Employee per Annum						
Under \$15,000 CrYr	70	1.2%	824	1.9%	6,677	2.8%
15,000 to 30,000 CrYr	516	9.1%	2,753	6.3%	19,971	8.4%
30,000 to 45,000 CrYr	1,598	28.3%	13,169	30.3%	81,303	34.4%
45,000 to 60,000 CrYr	950	16.8%	7,148	16.4%	39,185	16.6%
60,000 to 75,000 CrYr	594	10.5%	4,373	10.1%	22,130	9.4%
75,000 to 90,000 CrYr	657	11.7%	4,830	11.1%	19,928	8.4%
90,000 to 100,000 CrYr	399	7.1%	3,605	8.3%	9,970	4.2%
Over 100,000 CrYr	855	15.2%	6,779	15.6%	37,371	15.8%

Industry Groups

Employee's by Industry



	Establishments		Employee's		Establishments		Employee's		Establishments		Employee's	
	#	%	#	%	#	%	#	%	#	%	#	%
Total	236	100%	5,638	100%	1,750	100%	43,482	100%	11,782	100%	236,535	100%
Accommodation & Food Services	13	5.5%	360	6.4%	58	3.3%	1,416	3.3%	479	4.1%	12,041	5.1%
Administration & Support Services	7	2.9%	184	3.3%	45	2.6%	1,813	4.2%	353	3.0%	15,401	6.5%
Agriculture, Forestry, Fishing, Hunting	1	0.2%	10	0.2%	3	0.2%	30	0.1%	16	0.1%	131	0.1%
Arts, Entertainment, & Recreation	8	3.4%	200	3.6%	34	1.9%	991	2.3%	260	2.2%	9,100	3.8%
Construction	8	3.5%	462	8.2%	58	3.3%	1,410	3.2%	444	3.8%	9,018	3.8%
Educational Services	7	3.0%	1,214	21.5%	31	1.8%	11,099	25.5%	218	1.9%	17,164	7.3%
Finance & Insurance	18	7.5%	518	9.2%	200	11.4%	3,443	7.9%	1,245	10.6%	20,621	8.7%
Health Care & Social Assistance	22	9.5%	316	5.6%	360	20.6%	6,571	15.1%	1,819	15.4%	33,247	14.1%
Information	5	2.1%	228	4.0%	36	2.0%	1,266	2.9%	260	2.2%	9,669	4.1%
Management of Companies & Enterprises	0	0.0%	29	0.5%	3	0.2%	370	0.9%	18	0.1%	1,481	0.6%
Manufacturing	3	1.4%	141	2.5%	36	2.1%	2,396	5.5%	422	3.6%	21,492	9.1%
Mining	0	0.0%	0	0.0%	1	0.0%	10	0.0%	6	0.0%	139	0.1%
Professional, Scientific, & Technical Services	57	24.3%	827	14.7%	368	21.0%	5,487	12.6%	2,508	21.3%	32,181	13.6%
Real Estate, Rental, Leasing	17	7.1%	315	5.6%	116	6.6%	1,540	3.5%	654	5.5%	8,342	3.5%
Retail Trade	19	8.0%	252	4.5%	130	7.4%	2,335	5.4%	1,091	9.3%	20,941	8.9%
Transportation & Storage	1	0.4%	8	0.1%	8	0.5%	902	2.1%	95	0.8%	8,321	3.5%
Utilities	0	0.0%	0	0.0%	1	0.0%	56	0.1%	7	0.1%	890	0.4%
Wholesale Trade	5	2.0%	48	0.9%	19	1.1%	251	0.6%	199	1.7%	2,687	1.1%
Other Services	45	19.2%	526	9.3%	244	14.0%	2,095	4.8%	1,691	14.4%	13,668	5.8%

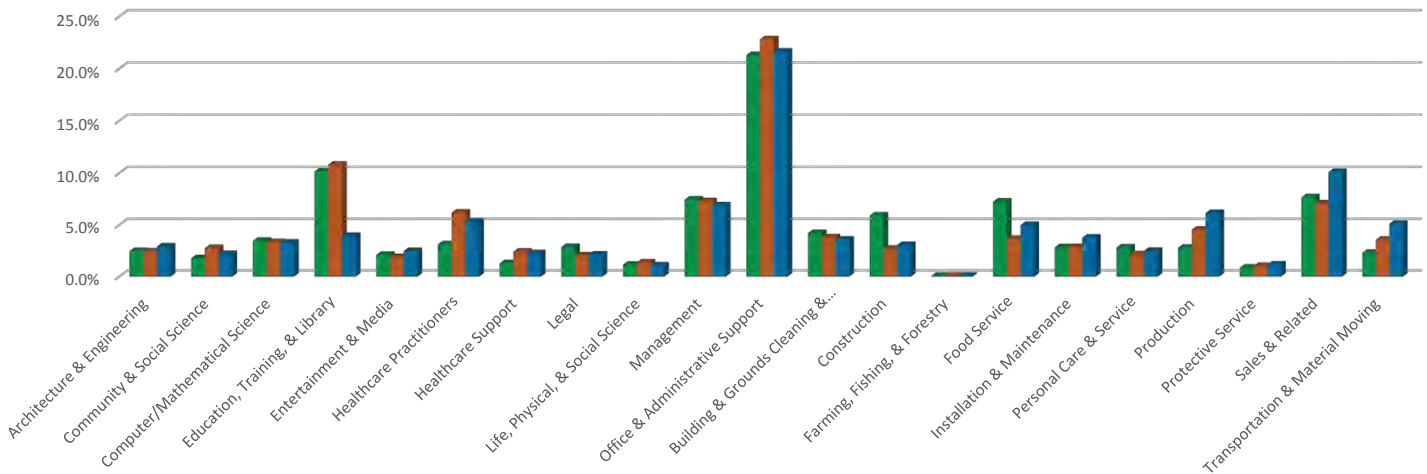


Employment Profile

For Market: Newport North & The Bluffs Shopping Centers
Market Definition: Bison Ave & MacArthur Blvd - Newport Beach, CA
Date Report Created: March 2018

Occupations	3 Minutes		5 Minutes		10 Minutes	
	# of Employee's	%	# of Employee's	%	# of Employee's	%
White Collar	3,522	62.5%	29,547	68.0%	139,429	58.9%
Architecture & Engineering	139	2.5%	1,052	2.4%	6,868	2.9%
Community & Social Science	100	1.8%	1,198	2.8%	5,161	2.2%
Computer/Mathematical Science	195	3.5%	1,449	3.3%	7,765	3.3%
Education, Training, & Library	572	10.2%	4,691	10.8%	9,294	3.9%
Entertainment & Media	118	2.1%	816	1.9%	5,830	2.5%
Healthcare Practitioners	176	3.1%	2,688	6.2%	12,591	5.3%
Healthcare Support	72	1.3%	1,044	2.4%	5,345	2.3%
Legal	161	2.9%	885	2.0%	5,030	2.1%
Life, Physical, & Social Science	65	1.1%	593	1.4%	2,546	1.1%
Management	419	7.4%	3,166	7.3%	16,273	6.9%
Office & Administrative Support	1,200	21.3%	9,919	22.8%	51,135	21.6%
Blue Collar	2,068	36.7%	13,657	31.4%	95,586	40.4%
Building & Grounds Cleaning & Maintenance	237	4.2%	1,651	3.8%	8,437	3.6%
Construction	333	5.9%	1,169	2.7%	7,215	3.1%
Farming, Fishing, & Forestry	4	0.1%	38	0.1%	176	0.1%
Food Service	409	7.3%	1,583	3.6%	11,781	5.0%
Installation & Maintenance	160	2.8%	1,234	2.8%	8,890	3.8%
Personal Care & Service	158	2.8%	936	2.2%	5,870	2.5%
Production	157	2.8%	1,975	4.5%	14,541	6.1%
Protective Service	49	0.9%	443	1.0%	2,731	1.2%
Sales & Related	432	7.7%	3,079	7.1%	23,875	10.1%
Transportation & Material Moving	129	2.3%	1,547	3.6%	12,071	5.1%
Military Services	48	0.9%	278	0.6%	1,520	0.6%

Employee's by Occupations



Employee Totals and History	#	#	#
Current	5,638	43,482	236,535
2017 Q3	4,966	37,906	228,141
2017 Q2	5,587	43,108	234,015
2017 Q1	5,562	43,191	234,209
2016 Q4	5,547	43,379	237,335
2016 Q3	4,806	37,211	225,398
2016 Q2	5,529	42,873	234,159
2016 Q1	5,517	42,781	234,420
2015 Q4	5,499	42,681	234,782



Consumer Demand & Market Supply Assessment

For Market: Newport North & The Bluffs Shopping Centers
 Market Definition: Bison Ave & MacArthur Blvd - Newport Beach, CA
 Date Report Created: March 2018

	3 Minutes				5 Minutes				10 Minutes			
Demographics												
Population	14,174				37,887				155,778			
5-Year Population estimate	14,120				37,900				158,397			
Population Households	13,676				33,736				148,616			
Group Quarters Population	498				4,150				7,162			
Households	5,825				14,706				63,170			
5-Year Households estimate	5,805				14,722				64,239			
WorkPlace Establishments	236				1,750				11,782			
Workplace Employees	5,638				43,482				236,535			
Median Household Income	\$132,277				\$103,426				\$97,562			
By Establishments												
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Electronic Shopping/Mail Order Houses	\$33,734,397	\$0	-100%	(\$33,734,397)	\$96,516,042	\$49,526,143	-49%	(\$46,989,899)	\$448,586,974	\$635,563,265	42%	\$186,976,291
Other General Merchandise Stores	\$26,411,731	\$0	-100%	(\$26,411,731)	\$65,248,438	\$36,977,260	-43%	(\$28,271,178)	\$290,280,024	\$482,142,839	66%	\$191,862,815
Grocery Stores	\$25,841,398	\$0	-100%	(\$25,841,398)	\$63,432,747	\$11,996,381	-81%	(\$51,436,366)	\$281,487,631	\$271,036,205	-4%	(\$10,451,426)
Department Stores	\$6,686,440	\$0	-100%	(\$6,686,440)	\$16,217,727	\$9,444,720	-42%	(\$6,773,008)	\$71,552,469	\$140,694,694	97%	\$69,142,225
Sporting Goods/Hobby/Musical Instrument	\$3,065,940	\$0	-100%	(\$3,065,940)	\$7,331,105	\$6,988,017	-5%	(\$343,088)	\$32,295,486	\$61,514,472	90%	\$29,218,985
Furniture Stores	\$2,891,222	\$0	-100%	(\$2,891,222)	\$6,876,730	\$7,637,821	11%	\$761,091	\$30,172,156	\$81,898,555	171%	\$51,726,399
Home Furnishing Stores	\$2,478,345	\$0	-100%	(\$2,478,345)	\$5,970,961	\$4,243,643	-29%	(\$1,727,317)	\$26,283,430	\$74,476,441	183%	\$48,193,011
Beer/Wine/Liquor Stores	\$2,194,368	\$0	-100%	(\$2,194,368)	\$5,367,129	\$970,350	-82%	(\$4,396,779)	\$23,764,908	\$19,918,257	-16%	(\$3,846,651)
Shoe Stores	\$1,775,206	\$0	-100%	(\$1,775,206)	\$4,180,260	\$3,098,075	-26%	(\$1,082,185)	\$18,231,692	\$28,241,516	55%	\$10,009,824
Vending Machine Operators (Non-Store)	\$1,639,530	\$0	-100%	(\$1,639,530)	\$4,325,732	\$0	-100%	(\$4,325,732)	\$19,665,376	\$15,394,225	-22%	(\$4,271,151)
Lawn/Garden Equipment/Supplies Stores	\$1,537,357	\$0	-100%	(\$1,537,357)	\$3,669,864	\$2,853,383	-22%	(\$816,481)	\$16,229,843	\$12,328,189	-24%	(\$3,901,654)
Office Supplies/Stationary/Gift	\$1,476,865	\$0	-100%	(\$1,476,865)	\$4,114,338	\$2,941,324	-29%	(\$1,173,014)	\$19,037,868	\$27,250,719	43%	\$8,212,851
Direct Selling Establishments	\$1,294,983	\$0	-100%	(\$1,294,983)	\$3,182,597	\$1,517,453	-52%	(\$1,665,144)	\$14,142,920	\$20,833,470	47%	\$6,690,550
Book/Periodical/Music Stores	\$1,029,045	\$0	-100%	(\$1,029,045)	\$2,590,719	\$3,193,612	23%	\$602,893	\$11,362,814	\$40,463,203	256%	\$29,100,389
Bar/Drinking Places (Alcoholic Beverages)	\$739,068	\$0	-100%	(\$739,068)	\$4,246,635	\$576,264	-86%	(\$3,670,371)	\$22,581,339	\$9,007,086	-60%	(\$13,574,253)
Florists/Misc. Store Retailers	\$370,211	\$0	-100%	(\$370,211)	\$883,870	\$1,000,447	13%	\$116,577	\$3,907,975	\$8,229,308	111%	\$4,321,333
Building Material/Supplies Dealers	\$13,905,686	\$1,061,221	-92%	(\$12,844,465)	\$33,665,204	\$30,369,258	-10%	(\$3,295,946)	\$148,494,564	\$267,935,720	80%	\$119,441,156
Used Merchandise Stores	\$791,385	\$225,596	-71%	(\$565,789)	\$1,903,938	\$873,429	-54%	(\$1,030,508)	\$8,401,829	\$7,240,216	-14%	(\$1,161,612)
Special Food Services	\$2,895,563	\$967,928	-67%	(\$1,927,635)	\$12,195,954	\$5,880,305	-52%	(\$6,315,648)	\$62,068,481	\$63,717,243	3%	\$1,648,762
Other Motor Vehicle Dealers	\$2,610,221	\$903,191	-65%	(\$1,707,030)	\$6,227,356	\$3,567,403	-43%	(\$2,659,953)	\$27,475,161	\$62,734,207	128%	\$35,259,046
Automotive Parts/Accessories/Tire	\$4,084,363	\$1,677,645	-59%	(\$2,406,718)	\$9,945,065	\$4,255,583	-57%	(\$5,689,481)	\$43,983,356	\$76,674,146	74%	\$32,690,789
Limited-Service Eating Places	\$13,267,051	\$6,005,364	-55%	(\$7,261,687)	\$55,887,882	\$33,520,502	-40%	(\$22,367,380)	\$284,439,414	\$302,448,942	6%	\$18,009,527
Clothing Stores	\$12,245,026	\$5,900,583	-52%	(\$6,344,443)	\$29,125,622	\$49,383,529	70%	\$20,257,907	\$127,156,248	\$522,814,021	311%	\$395,657,774
Other Misc. Store Retailers	\$3,792,284	\$2,795,203	-26%	(\$997,081)	\$9,083,369	\$9,107,743	0%	\$24,374	\$40,221,216	\$66,749,892	66%	\$26,528,676
Automotive Dealers	\$47,489,739	\$39,582,060	-17%	(\$7,907,679)	\$113,898,971	\$167,047,565	47%	\$53,148,594	\$503,347,875	\$1,028,080,330	104%	\$524,732,455
Health/Personal Care Stores	\$13,938,695	\$11,945,601	-14%	(\$1,993,095)	\$33,868,383	\$50,631,013	49%	\$16,762,630	\$149,352,365	\$330,839,287	122%	\$181,486,921
Full-Service Restaurants	\$13,833,080	\$12,824,925	-7%	(\$1,008,155)	\$66,852,521	\$42,017,794	-37%	(\$24,834,726)	\$347,581,461	\$333,022,184	-4%	(\$14,559,277)
Jewelry/Luggage/Leather Goods	\$1,695,134	\$1,607,679	-5%	(\$87,455)	\$4,068,099	\$7,278,121	79%	\$3,210,022	\$17,868,145	\$59,401,754	232%	\$41,533,608
Gasoline Stations	\$18,150,105	\$19,244,781	6%	\$1,094,675	\$44,268,601	\$80,644,526	82%	\$36,375,925	\$197,579,937	\$291,428,022	47%	\$93,848,085
Electronics/Appliance	\$4,715,205	\$7,233,294	53%	\$2,518,089	\$17,046,129	\$48,825,391	186%	\$31,779,263	\$84,072,082	\$432,527,085	414%	\$348,455,003
Specialty Food Stores	\$1,429,550	\$2,291,925	60%	\$862,375	\$3,518,519	\$4,791,124	36%	\$1,272,604	\$15,626,752	\$38,527,192	147%	\$22,900,441
Consumer Demand/Market Supply Index	\$268,009,194	\$114,266,995	235	\$735,710,506	\$681,158,182	108	\$3,387,251,793	\$5,813,132,685	58			



Consumer Demand & Market Supply Assessment

For Market: Newport North & The Bluffs Shopping Centers
 Market Definition: Bison Ave & MacArthur Blvd - Newport Beach, CA
 Date Report Created: March 2018

By Major Product Lines	3 Minutes			5 Minutes			10 Minutes				
	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus	Consumer Demand	Market Supply	Opportunity Gap/Surplus		
Sporting Goods (incl Bicycles/Sports Vehicles)	\$2,382,562	\$50,253	-98% (\$2,332,309)	\$5,705,916	\$5,396,873	-5% (\$309,043)	\$25,215,146	\$57,003,241	126%	\$31,788,095	
Furniture/Sleep/Outdoor/Patio Furniture	\$7,387,912	\$208,533	-97% (\$7,179,379)	\$17,553,511	\$13,351,072	-24% (\$4,202,439)	\$76,973,185	\$153,358,206	99%	\$76,385,021	
Lawn/Garden/Farm Equipment/Supplies	\$4,089,372	\$128,907	-97% (\$3,960,465)	\$9,775,114	\$7,883,929	-19% (\$1,891,185)	\$43,250,675	\$65,850,568	52%	\$22,599,893	
Books/Periodicals	\$1,231,968	\$40,201	-97% (\$1,191,768)	\$2,989,802	\$3,262,651	9%	\$272,848	\$40,586,148	217%	\$27,802,835	
Floor/Floor Coverings	\$1,968,948	\$66,253	-97% (\$1,902,695)	\$4,801,528	\$3,717,626	-23% (\$1,083,902)	\$21,108,582	\$47,924,720	127%	\$26,816,138	
Sewing/Knitting Materials/Supplies	\$121,700	\$4,346	-96% (\$117,354)	\$278,279	\$323,954	16%	\$45,675	\$1,256,818	\$3,193,290	154%	\$1,936,471
Curtains/Draperies/Slipcovers/Bed/Coverings	\$1,210,567	\$44,011	-96% (\$1,166,556)	\$2,847,512	\$2,552,660	-10% (\$294,853)	\$12,537,954	\$34,277,547	173%	\$21,739,594	
Small Electric Appliances	\$571,092	\$27,682	-95% (\$543,411)	\$1,355,155	\$1,107,200	-18% (\$247,954)	\$5,930,082	\$14,284,008	141%	\$8,353,927	
Soaps/Detergents/Household Cleaners	\$1,236,729	\$85,197	-93% (\$1,151,531)	\$2,979,552	\$2,063,321	-31% (\$916,231)	\$13,175,089	\$25,748,470	95%	\$12,573,382	
Hardware/Tools/Plumbing/Electrical Supplies	\$3,833,812	\$287,920	-92% (\$3,545,892)	\$9,358,072	\$8,611,211	-8% (\$746,861)	\$41,482,871	\$80,465,118	94%	\$38,982,246	
Dimensional Lumber/Other Building Materials	\$5,696,512	\$463,966	-92% (\$5,232,546)	\$13,836,637	\$12,798,850	-8% (\$1,037,788)	\$60,791,905	\$113,213,509	86%	\$52,421,604	
Paper/Related Products	\$1,086,725	\$91,680	-92% (\$995,045)	\$2,626,905	\$1,897,673	-28% (\$729,232)	\$11,602,840	\$23,790,625	105%	\$12,187,785	
Paints/Sundries/Wallpaper/Wall Coverings	\$994,930	\$84,668	-91% (\$910,262)	\$2,433,952	\$2,326,796	-4%	(\$107,156)	\$10,774,046	\$20,715,121	92%	\$9,941,075
Toys/Hobby Goods/Games	\$1,289,982	\$114,170	-91% (\$1,175,812)	\$3,144,700	\$3,471,559	10%	\$326,859	\$13,909,291	\$38,359,431	176%	\$24,450,141
Kitchenware/Home Furnishings	\$3,030,496	\$276,105	-91% (\$2,754,391)	\$7,362,339	\$6,365,195	-14%	(\$997,143)	\$32,560,573	\$78,962,556	143%	\$46,401,982
Groceries/Other Food Items (Off Premises)	\$39,705,253	\$4,035,144	-90% (\$35,670,110)	\$95,855,141	\$40,362,702	-58%	(\$55,492,439)	\$422,802,118	\$542,679,072	28%	\$119,876,954
Footwear, including Accessories	\$4,302,273	\$453,409	-89% (\$3,848,864)	\$10,123,163	\$8,399,688	-17%	(\$1,723,475)	\$44,146,518	\$87,721,009	99%	\$43,574,491
Packaged Liquor/Wine/Beer	\$4,866,304	\$576,108	-88% (\$4,290,196)	\$11,561,386	\$5,453,909	-53%	(\$6,107,476)	\$50,654,911	\$64,279,961	27%	\$13,625,050
Household Fuels (incl Oil, LP gas, Wood, Coal)	\$450,292	\$55,153	-88% (\$395,138)	\$1,080,062	\$996,776	-8%	(\$83,285)	\$4,776,038	\$11,247,965	136%	\$6,471,927
Mens Wear	\$4,118,753	\$1,099,617	-73% (\$3,019,136)	\$9,723,734	\$12,066,072	24%	\$2,342,337	\$42,296,712	\$133,972,147	217%	\$91,675,435
Womens/Juniors/Misses Wear	\$10,398,278	\$2,983,606	-71% (\$7,414,672)	\$24,696,538	\$29,795,962	21%	\$5,099,425	\$107,352,150	\$328,200,480	206%	\$220,848,330
Pets/Pet Foods/Pet Supplies	\$2,318,386	\$671,434	-71% (\$1,646,952)	\$5,444,293	\$2,993,021	-45%	(\$2,451,272)	\$24,133,600	\$26,093,114	8%	\$1,959,513
All Other Merchandise	\$10,169,230	\$3,274,271	-68% (\$6,894,959)	\$24,428,409	\$25,715,728	5%	\$1,287,319	\$108,029,763	\$254,622,183	136%	\$146,592,420
Drugs/Health Aids/Beauty Aids/Cosmetics	\$30,521,554	\$10,360,209	-66% (\$20,161,345)	\$74,275,502	\$65,847,063	-11%	(\$8,428,439)	\$327,464,522	\$582,015,286	78%	\$254,550,764
Childrens Wear/Infants/Toddlers Clothing	\$1,590,914	\$561,135	-65% (\$1,029,779)	\$3,840,403	\$6,022,271	57%	\$2,181,868	\$17,136,065	\$67,548,249	294%	\$50,412,184
Computer Hardware/Software/Supplies	\$5,915,015	\$2,162,220	-63% (\$3,752,795)	\$36,631,185	\$22,645,068	-38%	(\$13,986,117)	\$196,177,915	\$231,624,426	18%	\$35,446,511
Audio Equipment/Musical Instruments	\$1,514,270	\$637,776	-58% (\$876,494)	\$3,626,926	\$6,476,915	79%	\$2,849,990	\$15,907,419	\$64,610,859	306%	\$48,703,440
Automotive Tires/Tubes/Batteries/Parts	\$7,837,877	\$3,721,283	-53% (\$4,116,594)	\$19,145,887	\$15,060,635	-21%	(\$4,085,252)	\$84,726,172	\$149,781,505	77%	\$65,055,332
Cigars/Cigarettes/Tobacco/Accessories	\$2,755,282	\$1,584,128	-43% (\$1,171,153)	\$6,852,681	\$7,582,813	11%	\$730,133	\$30,520,696	\$51,850,515	70%	\$21,329,819
Optical Goods (incl Eyeglasses, Sunglasses)	\$610,837	\$362,786	-41% (\$248,052)	\$1,432,896	\$1,936,095	35%	\$503,200	\$6,317,700	\$15,252,169	141%	\$8,934,469
Jewelry (including Watches)	\$2,513,886	\$1,504,607	-40% (\$1,009,278)	\$6,041,296	\$8,314,981	38%	\$2,273,685	\$26,522,310	\$75,437,828	184%	\$48,915,517
Meats/Nonalcoholic Beverages	\$25,973,141	\$15,573,603	-40% (\$10,399,538)	\$109,035,664	\$68,250,814	-37%	(\$40,784,850)	\$554,630,451	\$599,327,948	8%	\$44,697,497
Retailer Services	\$8,567,543	\$5,365,243	-37% (\$3,202,301)	\$19,986,672	\$26,707,978	34%	\$6,721,306	\$87,681,110	\$206,912,600	136%	\$119,231,489
Alcoholic Drinks Served at the Establishment	\$6,265,015	\$4,282,232	-32% (\$1,982,782)	\$37,079,417	\$14,845,522	-60%	(\$22,233,894)	\$197,852,218	\$122,892,189	-38%	(\$74,960,029)
Major Household Appliances	\$978,204	\$765,477	-22% (\$212,727)	\$2,227,835	\$6,329,127	184%	\$4,101,293	\$9,901,639	\$58,072,685	486%	\$48,171,046
Automotive Lubricants (incl Oil, Greases)	\$978,204	\$765,477	-22% (\$212,727)	\$2,227,835	\$6,329,127	184%	\$4,101,293	\$9,901,639	\$58,072,685	486%	\$48,171,046
Autos/Cars/Vans/Trucks/Motorcycles	\$41,485,270	\$33,902,004	-18% (\$7,583,266)	\$99,679,328	\$143,048,313	44%	\$43,368,984	\$440,822,872	\$902,652,564	105%	\$461,829,692
Televisions/VCR/Video Cameras/DVD etc	\$1,658,556	\$1,381,254	-17% (\$277,302)	\$4,035,914	\$11,665,787	189%	\$7,629,874	\$17,737,383	\$113,246,110	538%	\$95,508,727
Automotive Fuels	\$16,637,387	\$16,427,616	-1% (\$209,771)	\$40,096,093	\$72,062,766	80%	\$31,966,673	\$178,561,632	\$293,508,626	64%	\$114,946,994
Photographic Equipment/Supplies	\$290,783	\$309,471	6%	\$18,688	\$699,784	242%	\$1,695,253	\$3,047,919	\$22,440,445	636%	\$19,392,526



Data for this report is provided via the Market Outlook database from Synergos Technologies, Inc (STI).

Market Outlook is based on the following -

- the Consumer Expenditure Survey (CE), a program of the Bureau of Labor Statistics (BLS);
- the U.S. Census Bureau's monthly and annual Retail Trade (CRT) reports;
- the Census Bureau's Economic Census; with supporting demographic data from STI: PopStats data and STI: WorkPlace.

Market Outlook data covers 31 leading retail segments and 40 major product and service lines.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet cited on the Market Outlook report for the specified trade area or reporting geography. When the demand is greater than (or less than) the supply, there is an opportunity gap (or surplus) for that retail outlet. In other words, a negative value signifies an opportunity gap where the Consumer Demand is higher than the Market Supply, while a positive value signifies a surplus.

Consumer Demand/Market Supply Index:

100 = Equalibrium

>100 suggests demand is not being fully met within the market, consumers are leaving the area to shop

< 100 suggests supply exceeds demand, attracting consumers from outside the defined area